WHAT IS CLAIMED IS:

1. A retransfer printing method comprising steps of:

overlapping an ink ribbon in a belt shape having both layers of a transfer ink layer containing transfer-ink and a peel functional layer thereon, on an intermediate transfer film in a belt shape having a transfer layer thereon so as to face the transfer ink layer toward the transfer layer;

moving the ink ribbon and the intermediate transfer film together to a longitudinal direction while pressing a thermal head against the back side of the ink ribbon overlapped on the intermediate transfer film;

transferring the transfer-ink to the transfer layer by heating the thermal head corresponding to an image to be printed so as to form the image composed of the transfer-ink on the transfer layer;

adhering a part of the transfer layer corresponding to a peeling area previously designated within an area of the image to the peel functional layer by heating the thermal head corresponding to the peeling area over a predetermined temperature;

peeling off the part of the transfer layer adhered to the peel functional layer from the intermediate transfer film; and

re-transferring the transfer layer to the printing medium by the thermal transfer method, and resulting in printing the image on the printing medium,

the retransfer printing method is further characterized in that an amount of energy, which is supplied to the thermal head so as to heat the thermal head, is changed in accordance with a

location of the thermal head in the peeling area and its neighboring area during the step of peeling.

2. The retransfer printing method in accordance with claim1, wherein the amount of energy is maximized when the thermal head is positioned in the neighborhood of a boundary area of the peeling area while the thermal head relatively moves from outside the peeling area to inside the peeling area.

3. The retransfer printing method in accordance with claim 1, wherein the amount of energy is supplied to the thermal head so as to heat the thermal head and so as to maintain a temperature of the thermal head to be less than the predetermined temperature when the thermal head is positioned outside the peeling area.

4. A printing apparatus of a retransfer printing method comprising steps of:

overlapping an ink ribbon in a belt shape having both layers of a transfer ink layer containing transfer-ink and a peel functional layer thereon, on an intermediate transfer film in a belt shape having a transfer layer thereon so as to face the transfer ink layer toward the transfer layer;

moving the ink ribbon and the intermediate transfer film together to a longitudinal direction while pressing a thermal head against the back side of the ink ribbon overlapped on the intermediate transfer film;

transferring the transfer-ink to the transfer layer by heating the thermal head corresponding to an image to be printed so as to

form the image composed of the transfer-ink on the transfer layer;

adhering a part of the transfer layer corresponding to a peeling area previously designated within an area of the image to the peel functional layer by heating the thermal head corresponding to the peeling area over a predetermined temperature;

peeling off the part of the transfer layer adhered to the peel functional layer from the intermediate transfer film; and

re-transferring the transfer layer to the printing medium by the thermal transfer method, and resulting in printing the image on the printing medium,

wherein an amount of energy, which is supplied to the thermal head so as to heat the thermal head, is changed in accordance with a location of the thermal head in the peeling area and its neighboring area during the step of peeling,

the printing apparatus comprising a control section for controlling the amount of energy supplied to the thermal head by a predetermined control pattern during the step of peeling.

5. The printing apparatus in accordance with claim 4, the printing apparatus further comprising a control pattern producing section, which produces the predetermined control pattern in accordance with a shape of a non-transfer area to be formed on the printing medium.